

CLAIMS

What is claimed is:

1. A method, comprising:

receiving an order for audio or video data via user selection from a video broadcast through a video viewing system;

transmitting the order from the video viewing system to a server and data storage device;

and

transmitting the requested audio or video data to the user in a portable electronic form.
2. The method of claim 1, wherein the order for data is stored by the video viewing system for transmission to a head-end by noting a time and channel viewed when signaled by the user.
3. The method of claim 2, wherein a user identification number is recorded along with the time and channel viewed.
4. The method of claim 2, wherein an encrypted credit or debit card number is recorded along with the time and channel viewed.

5. The method of claim 1, wherein the order for data is appended to a communication between the video viewing system and a server regulating the broadcast received via a communications medium.
6. The method of claim 1, further including:
receiving from the user preprogrammed instructions detailing a method of transmission
7. The method of claim 3, wherein the user identification number determines a method of transmission.
8. A system comprising:
a video viewing system for displaying a video program and receiving orders for audio or video data from a viewer;
a broadcast system over which to send the video programs;
a server for receiving and processing orders for audio or video data
a communications medium between the video viewing system and the server; and
a link between the server and the viewer for delivery of the audio or video data in a portable electronic form.
9. The system of claim 8, wherein the television viewing system comprises:
a set-top box; and
a video viewing media.

10. The system of claim 8, wherein the video viewing system includes a cursor control which allows a user to signal selection by placing the cursor in a specific area, or "hot" area, of the viewing medium's screen.
11. The system of claim 8, wherein the video viewing system includes a remote control with an "activate" button, which signals selection of an audio or video data program.
12. The system of claim 8, wherein the order for data is appended to the normal regular communications between the video viewing system and a server regulating the broadcast received via a communications medium.
13. The system of claim 8, wherein more than one server and mass data storage unit service the video viewing system.
14. The system of claim 8, wherein the requested data is transmitted via a broadcast system to the user's video viewing system.
15. The system of claim 14, wherein the video viewing system includes an audio or video file player that can download the audio or video data from a port.
16. The system of claim 14, wherein the video viewing system includes a removable memory media that stores the audio or video data.

17. A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method comprising:
- receiving an order for audio or video data via user selection from a video broadcast through a video viewing system;
- transmitting the order from the video viewing system to a server and data storage device;
- and
- transmitting the requested audio or video data to the user in a portable electronic form.
18. The machine-readable storage medium of claim 17, wherein the order for data is stored by the video viewing system for transmission to a head-end by noting the time and channel viewed when signaled by the user.
19. The machine-readable storage medium of claim 18, wherein a user identification number is recorded along with a time and channel viewed.
20. The machine-readable storage medium of claim 17, wherein the order for data is appended to the normal regular communications between the video viewing system and a server regulating the broadcast received via a communications medium.

21. The machine-readable storage medium of claim 17, wherein the user preprograms into the video viewing system a method of transmission.

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